

**apse**

**sports and leisure seminar 2025**

# Active Futures

From Facilities to Wellbeing



**Thursday 13 November**

Holywell Park Conference Centre,  
Loughborough, LE11 3GR

Kindly sponsored by:

**SPACE & PLACE**  
ARCHITECTURE FOR HUMAN BEINGS

9.00 Registration and exhibition viewing

## 10:00 Session One

### **The State of the Market in Sports and Leisure 2025**

- Outlining the findings of APSE's latest survey
- What are the priorities for local authority leisure teams?
- Budgets, recruitment and retention

**Matt Ellis, Principal Advisor, APSE**

### **Connecting the Dots: A Recognised, Trusted and Professionally Recognised Workforce**

- Understanding Professional Status for the sector workforce
- How sport and physical activity can inform Local Skills Plans
- DWP pilot overview, more people, economically active

**Clare Dunn, Associate Director - Business Engagement, The Chartered Institute for the Management of Sport and Physical Activity**

### **Aligning with National Priorities: Supporting Local Authorities on the Journey**

**Steve Welch, Strategic Lead - Leisure Operations, Sport England**

*Audience question and answer session*

11:05 Comfort break and exhibition viewing

## 11:25 Session Two

### **Designing for Hierarchical Needs**

- From penetration rates to poverty

**Keith Ashton, CEO, SPACE&PLACE (sponsor)**

### **Transforming local authority in-house leisure provision**

- A review of One Leisure and its history
- The transition from financial loss to one of sustainability
- The successes of One Leisure and the outcomes of the transformation.

**Gregg Holland, Head of Leisure, Health and Environment; Leigh Allaker, Business and Operations Manager, Huntingdonshire District Council**

### **South Kesteven Leisure Service - Subsidy to Surplus**

- Rationale for the creation of Leisure SK Ltd
- Governance arrangements
- Pitfalls and challenges
- Our recent leisure options review
- The Agency Model

**Karen Whitfield, Assistant Director – Leisure, Culture and Place, South Kesteven District Council**

### **Telford & Wrekin Council: Inclusive Leisure**

- Creating an inclusive leisure experience that welcomes individuals of all abilities, backgrounds and ages.
- Removing barriers and championing diversity
- Fostering a leisure environment where everyone can participate, thrive and enjoy positive meaningful physical activity experiences.

**Stuart Davidson, Service Delivery Manager - Operations and Matthew Newens, Group Operations Manager Leisure and Southwater, Telford & Wrekin Council**

*Audience question and answer session*

## 12:45 Session Three

*Your choice of a breakout session:*

### **1. Energy, Net Zero and Sustainable Buildings**

*Facilitated by SPACE&PLACE*

Practical steps to cut energy costs, decarbonise facilities, and extend building lifespans.

### **2. Reimagining Spaces for Communities**

*Facilitated by Alliance Leisure*

Adapting leisure centres, outdoor spaces and pools to maximise usage, health impact and inclusivity.

13.30 Lunch and exhibition viewing

## 14:30 Session Four

### **Active Wellbeing Workshop**

- Embedding leisure in wider health and wellbeing systems.
- Working with health partners on active wellbeing strategies.
- Engaging inactive communities and tackling health inequalities.

**Facilitated by Julie Russell, Immediate Past CLOA Chair**

16.00 Workshop Reflections and Seminar Close

## 16:15 Seminar close

# Programme

09.00	<b>Registration and exhibition viewing</b>	
10.00-11.05  Session One  11.05-11.25 <i>Comfort break</i>		<b>Findings of APSE's State of the Market in Sports and Leisure 2025</b> Matt Ellis, <i>Principal Advisor</i> <b>Association for Public Service Excellence</b>
		<b>Aligning with National Priorities: Supporting Local Authorities on the Journey</b> Steve Welch, <i>Strategic Lead - Leisure Operations</i> <b>Sport England</b>
		<b>Connecting the Dots: A Recognised, Trusted and Professionally Regulated Workforce</b> Clare Dunn, <i>Associate Director - Business Engagement</i> <b>The Chartered Institute for the Management of Sport and Physical Activity</b>
11.25-12.45  Session Two		<b>Designing for a Hierarchy of Needs</b> Keith Ashton, <i>CEO</i> <b>SPACE&amp;PLACE (Sponsor)</b>
		<b>Transforming Local Authority In-House Leisure Provision</b> Gregg Holland, <i>Head of Leisure, Health and Environment</i> ; Leigh Allaker, <i>Business and Operations Manager</i> <b>Huntingdonshire District Council</b>
		<b>South Kesteven Leisure Service - Subsidy to Surplus</b> Karen Whitfield, <i>Assistant Director – Leisure, Culture and Place</i> <b>South Kesteven District Council</b>
		<b>Inclusive leisure: Bridging the Participation gap</b> Matthew Newens, <i>Group Operations Manager Leisure and Southwater</i> ; Stuart Davidson, <i>Service Delivery Manager</i> <b>Telford and Wrekin Council</b>
12.45-13.30  Session Three	<b>Breakout Session One</b>	<b>Breakout Session Two</b>
	<b>Energy, Net Zero and Sustainable Buildings</b> Practical steps to cut energy costs, decarbonise facilities, and extend building lifespans.	<b>Reimagining Spaces for Communities</b> Adapting leisure centres, outdoor spaces and pools to maximise usage, health impact and inclusivity.
13.30	<b>Lunch and exhibition viewing</b>	
14.30-16.00  Session Four		<b>Active Wellbeing Workshop</b> <b>Facilitated by Julie Russell, Immediate Past CLOA Chair</b> <ul style="list-style-type: none"><li>o Embedding leisure in wider health and wellbeing systems.</li><li>o Working with health partners on active wellbeing strategies.</li><li>o Engaging inactive communities and tackling health inequalities.</li></ul>
16.00-16.10	<b>Workshop Reflections and Seminar Close</b>	

# About

Exploring new models of delivery; Cutting energy costs; Decarbonisation; Building a trusted, professional workforce; Unlocking the financial and operational benefits of insourcing; Reimagining leisure facilities and spaces for healthier, more inclusive communities...

The landscape of local authority sport and leisure is evolving at an unprecedented pace. Faced with financial pressures, the drive to net zero and a critical role in tackling public health inequalities, the sector must innovate and adapt.

This year's seminar, **'Active Futures: From Facilities to Wellbeing'**, will explore how councils can reimagine leisure provision to deliver more than facilities alone: building healthier, more active and resilient communities. Through expert insights, case studies and practical workshops, you'll discover how to:

- Learn from councils who have successfully insourced or reshaped provision for long-term benefit.
- Cut energy costs and decarbonise facilities while extending their lifespan.
- Adapt leisure centres and spaces to maximise health impact, inclusivity and community use.
- Understand the latest policy priorities and workforce developments shaping the sector.

## Who Should Attend?

- Local authority leisure, sport, and wellbeing managers.
- Senior officers and councillors with responsibility for leisure services.
- Public health and community wellbeing professionals.
- Net zero, estates, and sustainability leads.
- Community and cultural services managers.
- Leisure trust and trading company representatives.
- Sector partners, suppliers, and advisors.

# Exhibition

Our exhibition area contains a rich suite of market-leading products and services.

It offers a unique opportunity to question suppliers about their latest products and pricing.

For more information about exhibition opportunities for your organisation, contact Matt Paton at Spacehouse on:

[m.paton@spacehouse.co.uk](mailto:m.paton@spacehouse.co.uk)



# Booking

## Delegate Packages Exclusive of VAT

### What's included?

*The delegate fee covers attendance, delegates' documentation, lunches and light refreshments.*

APSE member delegate fee: **£195 + VAT**

Leisure trust: **£240 + VAT**

Non member delegates fee: **£290 + VAT**

Commercial delegates: **£420 + VAT**

Click [here](#) to reserve your place on this event

**CANCELLATION & REFUND POLICY:** Reservation is a contract. Substitution of delegates is acceptable any time in writing by email to [mkenny@apse.org.uk](mailto:mkenny@apse.org.uk). Cancellations must be made in writing at least 10 working days before the event, and will incur a 20% administration fee. No refunds can be given for cancellations received less than 10 working days before the event or for nonattendance. In the unlikely event of cancellation by the organisers, liability will be restricted to the refund of fees paid. The organisers reserve the right to make changes to the programme, speakers or mode of delivery should this become necessary. If due to emergency action by UK Governments/Administrations or Public Agencies this event is postponed, for example for reasons of public health and safety, the organisers will transfer your booking to the replacement event or provide a credit voucher against a future event booking.